



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/B Obama/D/Pre/US (16256)
Greer, Margolis, Mitchell & Associ(2890)
KEULEMAN, KATIE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
OBAMA SKED A (18391)
National/Political
1905/06359008

Invoice 643663
Inv Date 10/28/2012
Terms Net 30
Contract 334837
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Greer, Margolis, Mitchell & Associates
Attn: Accounting
3050 K Street NW
Washington, DC 20007

AgB

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

OBAMA SKED A

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:05:48PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	6:00:00AM- 7:00:00	Per week (2), Tu, We, Th, Fr	10/04/12 6:43AM (Th)	00:30	OFA12A133H	\$1500.00	
1.0	Spot	6:00:00AM- 7:00:00	Per week (2), Tu, We, Th, Fr	10/05/12 5:59AM (Fr)	00:30	OFA12A138H	\$1500.00	
2.0	Spot	6:00:00AM- 7:00:00	Day, M-1	10/08/12 6:43AM (Mo)	00:30	OFA12A138H	\$1875.00	
3.0	Spot	7:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/03/12 8:42AM (We)	00:30	OFA12A133H	\$1600.00	
3.0	Spot	7:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/04/12 8:53AM (Th)	00:30	OFA12A133H	\$1600.00	
3.0	Spot	7:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/05/12 7:26AM (Fr)	00:30	OFA12A133H	\$1600.00	
4.0	Spot	7:00:00AM- 9:00:00	Day, M-1	10/08/12 7:59AM (Mo)	00:30	OFA12Z141H	\$2000.00	
5.0	Spot	6:00:00AM- 7:00:00	Day, Sa-1	10/06/12 6:14AM (Sa)	00:30	OFA12A138H	\$675.00	
6.0	Spot	9:00:00AM-10:00:00	Day, Sa-1	10/06/12 8:58AM (Sa)	00:30	OFA12Z141H	\$850.00	
7.0	Spot	7:00:00AM- 9:00:00	Day, Su-1	10/07/12 7:24AM (Su)	00:30	OFA12A138H	\$850.00	
8.0	Spot	9:00:00AM-10:00:00	Per week (3), Tu, We, Th, Fr	10/03/12 9:35AM (We)	00:30	OFA12P130H	\$375.00	
8.0	Spot	9:00:00AM-10:00:00	Per week (3), Tu, We, Th, Fr	10/04/12 9:39AM (Th)	00:30	OFA12A133H	\$375.00	
8.0	Spot	9:00:00AM-10:00:00	Per week (3), Tu, We, Th, Fr	10/05/12 9:37AM (Fr)	00:30	OFA12A138H	\$375.00	
9.0	Spot	9:00:00AM-10:00:00	Day, M-1	10/08/12 9:22AM (Mo)	00:30	OFA12A138H	\$560.00	
10.0	Spot	10:00:00AM-11:00:00	Per week (3), Tu, We, Th, Fr	10/03/12 10:57AM (We)	00:30	OFA12A133H	\$375.00	
10.0	Spot	10:00:00AM-11:00:00	Per week (3), Tu, We, Th, Fr	10/04/12 10:39AM (Th)	00:30	OFA12A133H	\$375.00	
10.0	Spot	10:00:00AM-11:00:00	Per week (3), Tu, We, Th, Fr	10/05/12 10:45AM (Fr)	00:30	OFA12A133H	\$375.00	
11.0	Spot	10:00:00AM-11:00:00	Day, M-1	10/08/12 10:51AM (Mo)	00:30	OFA12Z141H	\$560.00	
12.0	Spot	11:00:00AM-12:00:00	Per week (2), Tu, We, Th, Fr	10/03/12 11:41AM (We)	00:30	OFA12P130H	\$750.00	
12.0	Spot	11:00:00AM-12:00:00	Per week (2), Tu, We, Th, Fr	10/04/12 11:59AM (Th)	00:30	OFA12A133H	\$750.00	
13.0	Spot	11:00:00AM-12:00:00	Day, M-1	10/08/12 10:58AM (Mo)	00:30	OFA12A138H	\$925.00	
14.0	Spot	12:00:00PM- 1:00:00	Per week (2), Tu, We, Th, Fr	10/02/12 12:21PM (Tu)	00:30	OFA12P130H	\$675.00	
14.0	Spot	12:00:00PM- 1:00:00	Per week (2), Tu, We, Th, Fr	10/03/12 12:32PM (We)	00:30	OFA12A133H	\$675.00	
15.0	Spot	12:00:00PM- 1:00:00	Day, M-1	10/08/12 12:13PM (Mo)	00:30	OFA12A138H	\$850.00	
16.0	Spot	12:00:00PM-12:30:00	Day, Sa-1, Su-1	10/06/12 12:29PM (Sa)	00:30	OFA12A138H	\$475.00	
16.0	Spot	12:00:00PM-12:30:00	Day, Sa-1, Su-1	10/07/12 12:21PM (Su)	00:30	OFA12A138H	\$475.00	
17.0	Spot	1:00:00PM- 6:00:00	Day, Su-1	10/07/12 1:35PM (Su)	00:30	OFA12Z141H	\$475.00	
18.0	Spot	4:00:00PM- 5:00:00	Per week (2), Tu, We, Th, Fr	10/03/12 4:38PM (We)	00:30	OFA12P130H	\$800.00	
18.0	Spot	4:00:00PM- 5:00:00	Per week (2), Tu, We, Th, Fr	10/04/12 4:28PM (Th)	00:30	OFA12A133H	\$800.00	
19.0	Spot	4:00:00PM- 5:00:00	Day, M-1	10/08/12 4:10PM (Mo)	00:30	OFA12Z141H	\$800.00	
20.0	Spot	5:00:00PM- 6:00:00	Per week (2), Tu, We, Th, Fr	10/03/12 5:24PM (We)	00:30	OFA12A133H	\$1800.00	
20.0	Spot	5:00:00PM- 6:00:00	Per week (2), Tu, We, Th, Fr	10/04/12 5:43PM (Th)	00:30	OFA12A133H	\$1800.00	
21.0	Spot	5:00:00PM- 6:00:00	Day, M-1	10/08/12 5:53PM (Mo)	00:30	OFA12A138H	\$2250.00	
22.0	Spot	6:00:00PM- 6:30:00	Per week (2), Tu, We, Th, Fr	10/02/12 6:29PM (Tu)	00:30	OFA12P130H	\$2400.00	
22.0	Spot	6:00:00PM- 6:30:00	Per week (2), Tu, We, Th, Fr	10/05/12 5:59PM (Fr)	00:30	OFA12A138H	\$2400.00	
23.0	Spot	6:00:00PM- 6:30:00	Day, M-1	10/08/12 6:29PM (Mo)	00:30	OFA12Z141H	\$3000.00	
24.0	Spot	7:00:00PM- 7:30:00	Per week (2), Tu, We, Th, Fr	10/02/12 7:06PM (Tu)	00:30	OFA12P130H	\$2400.00	
24.0	Spot	7:00:00PM- 7:30:00	Per week (2), Tu, We, Th, Fr	10/05/12 7:12PM (Fr)	00:30	OFA12A133H	\$2400.00	
25.0	Spot	7:00:00PM- 7:30:00	Day, M-1	10/08/12 7:25PM (Mo)	00:30	OFA12A138H	\$3000.00	



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3050 K Street NW
Washington, DC 20007

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26.0	Spot	7:30:00PM- 8:00:00PM	Per week (2), Tu, We, Th, Fr	10/04/12 7:37PM (Th)	00:30	OFA12A133H	\$2400.00	
26.0	Spot	7:30:00PM- 8:00:00PM	Per week (2), Tu, We, Th, Fr	10/05/12 7:47PM (Fr)	00:30	OFA12A138H	\$2400.00	
27.0	Spot	7:30:00PM- 8:00:00PM	Day, M-1	10/08/12 7:42PM (Mo)	00:30	OFA12A138H	\$3000.00	
28.0	Spot	7:00:00PM- 8:00:00PM	Day, Sa-1	10/06/12 7:22PM (Sa)	00:30	OFA12A138H	\$850.00	
32.0	Spot	9:00:00PM-10:00:00PM	Day, Th-1	10/04/12 9:42PM (Th)	00:30	OFA12A133H	\$6500.00	
34.0	Spot	11:00:00PM-11:35:00PM	Per week (2), Tu, We, Th, Fr, Su	10/03/12 11:12PM (We)	00:30	OFA12A133H	\$2000.00	
34.0	Spot	11:00:00PM-11:35:00PM	Per week (2), Tu, We, Th, Fr, Su	10/07/12 11:26PM (Su)	00:30	OFA12A138H	\$2000.00	
35.0	Spot	11:00:00PM-11:35:00PM	Day, M-1	10/08/12 11:23PM (Mo)	00:30	OFA12Z141H	\$2000.00	
36.0	Spot	12:05:00AM- 1:05:00PM	Per week (2), Tu, We, Th	10/02/12 1:02AM (Tu)	00:30	OFA12P130H	\$340.00	
36.0	Spot	12:05:00AM- 1:05:00PM	Per week (2), Tu, We, Th	10/04/12 12:43AM (Th)	00:30	OFA12A133H	\$340.00	
37.0	Spot	12:10:00AM- 1:05:00PM	Day, M-1	10/08/12 1:00AM (Mo)	00:30	OFA12A138H	\$340.00	
38.0	Spot	11:30:00PM-12:00:00AM	Day, Su-1	10/07/12 11:42PM (Su)	00:30	OFA12A138H	\$475.00	
39.0	Spot	8:00:00PM-11:30:00PM	Day, Sa-1	10/06/12 11:52PM (Sa)	00:30	OFA12A138H	\$3300.00	
40.0	Spot	8:00:00PM-10:00:00PM	Day, Tu-1	10/02/12 8:00PM (Tu)	00:30	OFA12P130H	\$9250.00	M/G For 30.0.1
41.0	Spot	8:00:00PM- 9:00:00PM	Per week (1), Th	10/04/12 8:00PM (Th)	00:30	OFA12A133H	\$4000.00	M/G For 31.0.1
42.0	Spot	3:00:00PM- 7:00:00PM	Per week (1), Sa	10/06/12 6:59PM (Sa)	00:30	OFA12Z141H	\$2750.00	
43.0	Spot	3:00:00PM- 4:00:00PM	Per week (1), Fr	10/05/12 3:55PM (Fr)	00:30	OFA12A133H	\$650.00	
44.0	Spot	10:00:00PM-11:00:00PM	Per week (1), We	10/03/12 10:59PM (We)	00:30	OFA12P130H	\$4250.00	
45.0	Spot	6:00:00AM- 7:00:00PM	Per week (1), We, Th, Fr	10/03/12 5:59AM (We)	00:30	OFA12P130H	\$1500.00	
46.0	Spot	12:35:00AM- 1:35:00PM	Per week (1), Sa	10/06/12 1:56AM (Sa)	00:30	OFA12Z141H	\$250.00	
47.0	Spot	11:00:00AM-12:00:00PM	Per week (1), Su	10/07/12 12:00PM (Su)	00:30	OFA12A138H	\$2500.00	
48.0	Spot	11:00:00PM-11:35:00PM	Per week (1), Su	10/07/12 11:31PM (Su)	00:30	OFA12Z141H	\$2000.00	
49.0	Spot	7:00:00AM- 9:00:00PM	Per week (1), Su	10/07/12 8:13AM (Su)	00:30	OFA12Z141H	\$850.00	
50.0	Spot	3:00:00PM- 4:00:00PM	Per week (1), Fr	10/05/12 3:38PM (Fr)	00:30	OFA12A138H	\$650.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$101,915.00
Commission (\$15,287.25)
Net Total \$86,627.75

Total Spots 63

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis or race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.